



NATIONAL FLOOD INSURANCE PROGRAM

Pre, During, Post Disaster Messaging

Hurricanes

The following messaging is intended to serve as a framework for social copy that stakeholders can tailor and use prior to and after the arrival of a hurricane to communicate important guidance to their audiences.

For safety and preparedness measures during a disaster, refer to Ready.gov's <u>social</u> <u>media toolkit</u>.

CONSUMER MESSAGING - PRE-DISASTER

CONTENT **TWITTER FACEBOOK** In the wake of a hurricane, After a hurricane, flood #FloodInsurance is the insurance remains the best way to protect the life you've best way to guarantee coverage. Federal disaster built. Federal disaster assistance is not assistance is only available after a presidential disaster guaranteed and, in most DON'T WAIT FOR cases, does not provide declaration, requires an **DISASTER ASSISTANCE** enough funds to make a full application, and is not recovery. guaranteed. **Download Image** Learn more about Learn more at floodsmart.gov **#Floodinsurance** at floodsmart.gov #HurricaneSeason #FloodSmart #FloodSmart Even miles from the coast, Even miles from the coast. Floods can happen #hurricanes can bring storm #hurricanes can bring storm anywhere. To anyone. surges and heavy rains surges and heavy rains At any time. causing flooding. causing flooding. Protect your home and Protect your home and belongings this hurricane belongings this hurricane season with season with #FloodInsurance [insert #FloodInsurance [insert link link to your website] **Download Image** to your website] #FloodSmart #FloodSmart #HurricaneSeason #HurricaneSeason





FACEBOOK CONTENT **TWITTER** Protect your home or Did you know the National business before a storm Flood Insurance Program hits. The National Flood will pay up to \$1,000 for Insurance Program covers sandbags, pumps and up to \$1,000 for sandbags, lumber to protect your pumps, and lumber to help insured building from you avoid losses due to flooding? flooding. Learn more about loss **Download Image** Learn more about loss avoidance measures you avoidance at can take to protect your floodsmart.gov. home at **floodsmart.gov**. #HurricaneSeason #FloodSmart #NFIP #FloodSmart #NFIP Don't wait! Don't wait! Hurricane season #HurricaneSeason is here, is here, and it takes up to 30 and it takes up to 30 days days for a new flood for a new #FloodInsurance insurance policy to go into policy to go into effect. effect. Contact your agent today to Contact your agent today to make sure there's no lapse make sure there's no lapse FEMA in your coverage. [insert in your coverage. [insert link link to your website] to your website] **Download Image** #FloodSmart #FloodSmart #FloodInsurance





CONTENT TWITTER FACEBOOK A #flood can happen to In advance of [#storm/disaster name], be anyone, anywhere, and at any time. Make sure your sure to store important important documents are documents in a watertight secured safely in a dry safety deposit box. You will need these documents to file place. KEEP YOUR DOCUMENTS a flood insurance claim or IN A SAFE PLACE file for disaster assistance. When you are prepared for a flood, you are prepared **Download Image** for recovery. Learn more: Learn more: https://youtu.be/Hv72vbK https://youtu.be/Hv72vbK **mRzc** mRzc #FloodInsurance #FloodInsurance #FloodSmart #FloodSmart





CONSUMER MESSAGING – POST-DISASTER

CONTENT **TWITTER FACEBOOK** Jump-start your recovery and contact Jump-start your your insurance carrier by calling the recovery and begin National Flood Insurance Program at the claims process. 877-336-2627 or visiting floodsmart.gov. Just contact your insurance carrier by CALL YOUR AGENT OR INSURACE COMPANY #HurricaneSeason calling the National #DisasterRecovery Flood Insurance #FloodInsurance #FloodSmart Program at **877-336-**#NFIP 2627 or visiting **Download Image** floodsmart.gov. #FloodSmart #NFIP If you were affected by If you were affected by [#storm/hurricane name], contact [#storm/hurricane your flood insurance agent to jump name], contact your start the claims process. flood insurance agent to jump start the Learn more at [insert link to your claims process. START THE FLOOD INSURANCE website] **CLAIMS PROCESS** Learn more at [insert #FloodSmart #FloodInsurance link to your website] **Download Image** #FloodInsurance #FloodSmart Was your property affected by If your property was [#storm/hurricane name]? Report affected by your loss as soon as possible to your [#storm/hurricane insurance agent or carrier. name], make sure you report your loss as Ask if you're eligible for advance soon as possible to FLOOD INSURANCE ADVANCE PAYMENTS CAN KICK-START YOUR RECOVERY payments that can help you begin your insurance agent your recovery. or carrier. #FloodSmart #FloodInsurance Ask if you're eligible **Download Image** for advance payments that can help you begin your recovery. #FloodInsurance #FloodSmart





CONTENT **TWITTER FACEBOOK** Affected by [#storm/hurricane Affected by [#storm/hurricane name]? name]? When meeting with an adjuster, be sure to ask about your eligibility for When meeting with advance payments to start your an adjuster, be sure to WORK WITH YOUR FLOOD INSURANCE ADJUSTER recovery as soon as possible. ask about your eligibility for advance #FloodSmart #FloodInsurance payments to start your recovery as soon as **Download Image** possible. #FloodInsurance #FloodSmart @FEMA 's National Flood Insurance FEMA's National Flood Insurance Program now Program now offers remote flood offers remote flood damage inspections for policyholders. damage inspections for policyholders. To get Contact your flood insurance adjuster started: to learn if remote adjusting is right for **USE REMOTE FLOOD** DAMAGE INSPECTIONS you. Wear closed toed shoes and other **#NFIP #FloodSmart** safety gear to conduct the #HurricaneSeason#FloodInsurance **Download Image** inspection Take clear photos of the damaged property Use a tape measure to help show the extent of damage Send photos electronically Safety First! Request an in-person inspection if you do not feel comfortable. Contact your flood





insurance adjuster or visit floodsmart.gov to

learn more. #FloodSmart #FloodInsurance

CONTENT **TWITTER FACEBOOK** Follow these steps if your property Follow these steps if your property was was affected by [#storm/hurricane affected by name]: [#storm/hurricane namel: 1. Call your agent FLOOD CLEAN UP TIPS Take photos and document 1. Call your agent losses Take photos and document losses 3. Dispose of molded and (make, model, serial hazardous items once **Download Image** number) documented Dispose of molded 4. Meet with adjusters and hazardous items once Learn more at floodsmart.gov. documented (keep non-hazardous, #FloodInsurance #FloodSmart damaged items until meeting an adjuster) Meet with adjusters You can start mitigating any further damage (e.g., tarping your roof), but wait to start any permanent work until you meet with an adjuster and receive your settlement. Learn more at floodsmart.gov. #FloodSmart #FloodInsurance Here's a **#FloodFact**: Here's a **#FloodFact**: If you have damage from both wind and flood, If you have damage you'll need to file two claims - a from both wind and homeowners insurance claim and a flood, you'll need to flood insurance claim. file two claims - a homeowners HAVE DAMAGE FROM WIND AND FLOOD? Contact your insurance agent to start insurance claim and a ◎ FEMA ◎ ○ your claim today. flood insurance claim. #FloodSmart #HurricaneSeason Adjusters are taught to **Download Image**

#Floodinsurance #NFIP





differentiate between wind and water

CONTENT	TWITTER	FACEBOOK
		damage to ensure damages are assigned to the correct policy. Contact your insurance agent to start your claim today.
		#FloodInsurance #FloodSmart



